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AUTOMOBILE TRADING COMPANY



NEW PEUGEOT 508



PEUGEOT



NEW 508, 508 SW & 508 RXH

The New Peugeot 508, 508 SW and 508 RXH reveal an assertive and contemporary style. The outline is clearly structured with a new radiator grille and Peugeot's lion in its centre.

This strong design can also be seen in the car's interior. The decor creates a premium feel and new in-car systems provide new levels of comfort.

For an accentuated driving experience, the New 508 range has the latest generation of engines providing the perfect combination of on the road performance and efficiency.





DISTINCTIVE DESIGN

The new 508 reveals a dynamic line, both tense and fluid at the same time, 508 re-invents the rules of the saloon car.

New 508 has a more contemporary design, including a vertical grille with Peugeot's lion in the centre, a horizontal bonnet and full LED technology.*

By choosing new 508 you can expect high levels of specification. The car's interior is both luxurious and comfortable, whilst the stylish exterior demonstrates exceptional architecture.

* 100% Electro Luminescent Diode Lighting is standard on New 508.





ASSERTIVE STYLING

New 508 also has a renewed style at the rear. Robust and elegant, its re-designed structure reinforces its function of protection.

The lights on the rear are designed along a horizontal line providing full clear rear vision. The vibrant red of the claws draw attention to the strong appeal of the new 508.





A long, straight asphalt road with white dashed lines in the center and solid lines on the sides, winding through a mountainous landscape. The hills are covered in green and brown vegetation. The sky is filled with large, grey clouds. The road appears to be moving forward, creating a sense of motion.

DEVELOPED FOR THE ROAD

With its pure and elegant lines, the simplicity of New 508 SW is the secret of its elegance. Its horizontal bonnet and vertical grill with the Peugeot lion in its centre confirm the appeal of Peugeot's new SW.

By driving the New 508 SW you will experience exemplary comfort whilst enjoying high performance and benefit from dynamic acceleration.

UNRESTRICTED VIEW

CIELO PANORAMIC GLASS ROOF

New 508 SW can be equipped with a cielo panoramic glass roof that extends to the rear seats, giving the interior a sensation of space in a dynamic, modern style.

Its surface of 1.60m² is a source of well-being. To provide the best acoustics and thermic conditions, it is equipped with an electronic roof blind. With five pre-set positions, its one touch rotary control allows you to position it to suit your preferences.









ATTENTION TO DETAIL

The New 508 reveals its contemporary design in every detail of the car's interior. Inside you will find premium features created for comfort and the pleasure of your senses.

The technological driving position with its colour head-up display*, the simple design of the dashboard and its 7" touchscreen bring you immediate serenity.

All the interior features and trim are composed of high quality materials: chrome, gloss black, satin black and leather all associate elegance.

New 508 confirms its refined identification without being ostentatious.

*Standard or optional dependent on version.

EXPERIENCE COMFORT



The interior of New 508 has been designed to be more comfortable for passengers. Enjoy the elegance and space and utilise the technology.

STORAGE

New 508, 508 SW & 508 RXH have a number of storage compartments: there is a storage compartment in the centre console, an air conditioned glove box, 2 cup holders in the front and 2 in the back, space for putting bottles in each door and a storage compartment in the armrest.

HEATING AND VENTILATION

In addition to manual and dual-zone air conditioning, the New 508 and 508 SW can be equipped with quad-zone air conditioning* allowing the driver and passengers to have control of their own air conditioning and choose the temperature that suits them best.

SEATS

The interior design gives both driver and passengers plenty of space in the front and rear cabins. The seats have been developed around three customer expectations: style, posture and individual comfort.

The front seats can be electric* or heated* and the seating position can be adjusted thanks to the adjustable seat cushion.

AUTOMATIC & PROGRAMMABLE HEATING

New 508 and 508 SW can be fitted with the automatic & programmable heating device* that enables the car interior to be pre-heated or pre-ventilated prior to getting in the vehicle. This ensures that the car interior is at the right temperature before setting off on your journey.

*Standard or optional according to version.







NEW 508 RXH DISTINCTIVE POSTURE

New 508 RXH differentiates itself by its distinctive shape. Its front face and its structure highlight a strong temperament and robustness.

New 508 RXH is characterised by the signature all road styling and full LED* lighting technology. On the front the LED Daytime Running Lights represent 3 claws creating a true feline look.

*100% light emitting diode lighting is standard on New 508 RXH.



LOOK ADVENTUROUS

With the high driving position and the choice of HYbrid4 or BlueHDi engine (180 hp)* New 508 RXH offers an intense driving experience. Its wheel arch extension and its elevated ground clearance confirm its presence on the road.

*Engine available from November 2014.







DRIVING EXPERIENCE

Sit behind the wheel of New 508 RXH and discover a premier interior. Uniting technology and an intuitive driving position, New 508 RXH makes your journey easier.

PEUGEOT OPEN & GO SYSTEM*

The electronic recognition system allows you to unlock and start your New 508 RXH much more easily. Instead of a conventional key there is an electronic key, which can be kept in your bag or pocket. To unlock the car, simply brush the car door handle with your hand and once inside to start the engine, simply press the 'start' button.

TOUCHSCREEN

New 508 RXH is equipped with a high resolution multifunction colour touchscreen which offers multimedia services, navigation and phone connections.

REVERSING CAMERA

The reversing camera is activated automatically when the car is placed in reverse gear. Your manoeuvres will be visible on the touchscreen making reversing easier and safer.

BLINDSPOT MONITORING

There are 4 sensors located on the front and rear bumpers which monitor during your journey the presence of a vehicle in your blind spot. An orange diode light switches on in the door mirrors to alert you of the car.

*Standard or optional according to version.